

ABSTRACT

A radio line is easily influenced in its nature by attenuation or reflection of electromagnetic wave or the like and surrounding environment. Due to this fact, a
5 variation of the data transfer speed frequently occurs at the time of image streaming to become a hindrance of reproduction of image at the receiving terminal. The distribution server is provided with means for multiplexing information indicating the transmission start time for the
10 image data and means for switching an image bit rate in response to a request from the receiving terminal. The receiving terminal is provided with means for using information indicating a transmission start time for the image data, monitoring the receiving bit rate and informing
15 the request for transmission of the most-suitable image bit rate in response to its result.